

AUG 2 1987

For Six Month Period Ending _____

(Insert date)

Name of Registrant JETRO, Chicago Registration No. 1850

Business Address of Registrant 401 North Michigan Avenue, Chicago, Illinois 60611

I-REGISTRANT

1. Has there been a change in the information previously furnished in connection with the following:

(a) If an individual:

(1) Residence address	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(2) Citizenship	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(3) Occupation	Yes <input type="checkbox"/>	No <input type="checkbox"/>

(b) If an organization:

(1) Name	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(2) Ownership or control	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
(3) Branch offices	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>

2. Explain fully all changes, if any, indicated in item 1.

RECEIVED
DEPT. OF JUSTICE
CRIMINAL DIVISION
87 OCT -8 A9:11
INTERNAL SECURITY
SECTION
REGISTRATION UNIT

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4, and 5.

3. Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☐ No ☒

If yes, furnish the following information:

Name	Position	Date Connection Ended
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4. Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?
 Yes ☐ No ☒

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Citizenship</i>	<i>Position</i>	<i>Date Assumed</i>
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5. Has any person named in Item 4 rendered services directly in furtherance of the interests of any foreign principal?
 Yes ☐ No ☒

If yes, identify each such person and describe his services.

6. Have any employees or individuals other than officials, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

<i>Name</i>	<i>Position or connection</i>	<i>Date terminated</i>
Akira Yamazaki	Director	April 30, 1987
Toshio Nakamura	Executive Director	May 13, 1987

7. During this 6 month reporting period, have any persons been hired as employees or in any other capacity by the registrant who rendered services to the registrant directly in furtherance of the interests of any foreign principal in other than a clerical or secretarial, or in a related or similar capacity? Yes ☒ No ☐

If yes, furnish the following information:

<i>Name</i>	<i>Residence Address</i>	<i>Position or connection</i>	<i>Date connection began</i>
Michio Hamano	1635 Walnut Ave. Wilmette, IL. 60091	Director	April 22, 1987
Tatsuo Fujino	1205 Tower Road Winnetka, IL. 60093	Executive Director	May 4, 1987

II—FOREIGN PRINCIPAL

(PAGE 3)

8. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐

No ☒

If yes, furnish the following information:

Name of foreign principal

Date of Termination

9. Have you acquired any new foreign principal¹ during this 6 month reporting period?

Yes ☐

No ☒

If yes, furnish following information:

Name and address of foreign principal

Date acquired

10. In addition to those named in Items 8 and 9, if any, list the foreign principals¹ whom you continued to represent during the 6 month reporting period.

Japan External Trade Organization (JETRO)

City of Osaka, Chicago office

III—ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 8, 9, and 10 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:

Please refer to Schedule II, attached

¹The term "foreign principal" includes, in addition to those defined in section 1(b) of the Act, an individual or organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a)(9)).

A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those foreign principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity² as defined below?
Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates, places of delivery, names of speakers and subject matter.

Japan External Trade Organization (JETRO)

Please refer to Schedule II, PR activities and Section V, Political Propaganda, item 16 through 24 of this statement.

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13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

²The term "political activities" means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV—FINANCIAL INFORMATION

14. (a) RECEIPTS—MONIES

During this 6 month reporting period, have you received from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.³

<i>Date</i>	<i>From Whom</i>	<i>Purpose</i>	<i>Amount</i>
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Please refer to Schedule III, attached

JETRO \$675,465.52

Osaka 61,296.49

Total

(b) RECEIPTS—THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁴ other than money from any foreign principal named in Items 8, 9 and 10 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Name of foreign principal</i>	<i>Date received</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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³A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. See Rule 201(e).

⁴Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS—MONIES**

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 8, 9 and 10 of this statement? Yes ☒ No ☐

(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

<i>Date</i>	<i>To Whom</i>	<i>Purpose</i>	<i>Amount</i>
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Please refer to Schedule IV (A) and (B), attached

JETRO	\$729,230.21
<u>Osaka</u>	<u>83,096.75</u>
Total	

15. (b) DISBURSEMENTS—THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value⁵ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in items 8, 9 and 10 of this statement?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date disposed</i>	<i>Name of person to whom given</i>	<i>On behalf of what foreign principal</i>	<i>Description of thing of value</i>	<i>Purpose</i>
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(c) DISBURSEMENTS—POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value⁵ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☐ No ☒

If yes, furnish the following information:

<i>Date</i>	<i>Amount or thing of value</i>	<i>Name of political organization</i>	<i>Name of candidate</i>
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V—POLITICAL PROPAGANDA

(Section 1(j) of the Act defines "political propaganda" as including any oral, visual, graphic, written, pictorial, or other communication or expression by any person (1) which is reasonably adapted to, or which the person disseminating the same believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, or in any other way influence a recipient or any section of the public within the United States with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party or with reference to the foreign policies of the United States or promote in the United States racial, religious, or social dissensions, or (2) which advocates, advises, instigates, or promotes any racial, social, political, or religious disorder, civil riot, or other conflict involving the use of force or violence in any other American republic or the overthrow of any government or political subdivision of any other American republic by any means involving the use of force or violence.)

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any political propaganda as defined above? Yes ☒ No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

17. Identify each such foreign principal.

Japan External Trade Organization (JETRO)

⁵Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating political propaganda? Yes ☒ No ☐

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

Amount ----- \$70,600.00

Period ----- October, 1986 - March, 1987

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of political propaganda include the use of any of the following:

- ☐ Radio or TV broadcasts ☐ Magazine or newspaper articles ☒ Motion picture films ☐ Letters or telegrams
☐ Advertising campaigns ☐ Press releases ☒ Pamphlets or other publications ☒ Lectures or speeches
☐ Other (specify) _____

20. During this 6 month reporting period, did you disseminate or cause to be disseminated political propaganda among any of the following groups:

- ☐ Public Officials ☐ Newspapers ☐ Libraries
☐ Legislators ☐ Editors ☒ Educational institutions
☐ Government agencies ☒ Civic groups or associations ☐ Nationality groups
☐ Other (specify) _____

21. What language was used in this political propaganda:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Section, U.S. Department of Justice, two copies of each item of political propaganda material disseminated or caused to be disseminated during this 6 month reporting period? Yes ☒ No ☐

23. Did you label each item of such political propaganda material with the statement required by Section 4(b) of the Act? Yes ☒ No ☐

24. Did you file with the Registration Section, U.S. Department of Justice, a Dissemination Report for each item of such political propaganda material as required by Rule 401 under the Act? Yes ☒ No ☐

VI—EXHIBITS AND ATTACHMENTS

25. EXHIBITS A AND B

- (a) Have you filed for each of the newly acquired foreign principals in Item 9 the following:

Exhibit A⁶ Yes ☐ No ☐
 Exhibit B⁷ Yes ☐ No ☐ Not applicable

If no, please attach the required exhibit.

- (b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during this six month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

⁶The Exhibit A, which is filed on Form CRM-157 (Formerly OBD-67) sets forth the information required to be disclosed concerning each foreign principal.

⁷The Exhibit B, which is filed on Form CRM-155 (Formerly OBD-65) sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

If you have previously filed an Exhibit C⁸, state whether any changes therein have occurred during this 6 month reporting period. Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

27. SHORT FORM REGISTRATION STATEMENT

Have short form registration statements been filed by all of the persons named in Items 5 and 7 of the supplemental statement? Yes ☐ No ☒

If no, list names of persons who have not filed the required statement.

Mr. Tatsuo Fujino and Mr. Michio Hamano

* Their short forms are attached with this statement.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this registration statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in attached Short Form Registration Statement, if any, insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

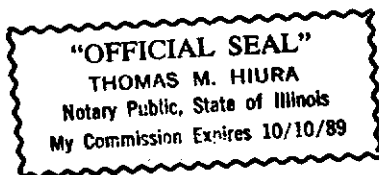
(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)


Akio Suzuki
Chief Executive Director

Subscribed and sworn to before me at

Chicago, Illinois

this 22nd day of September, 1987





(Signature of notary or other officer)

⁸The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, Criminal Division, Internal Security Section, U.S. Department of Justice, Washington, D.C. 20530.)

SCHEDULE I

The Japan External Trade Organization(JETRO) is a wholly owned organization of the government of Japan and part thereof, created by special legislative enactment, for the purpose of promoting trade between Japan and other countries and to develop better economic and trade relations between Japan and such other countries. JETRO offices in the United States are engaged primarily in economic and market research, dissemination of economic and trade information on Japan as well as trade participation and its functions are believed to be similar to those of the United States Trade Representative Office, United States Department of Commerce) in Japan and other foreign countries.

87 OCT -8 A9:11

Some of JETRO's employees are drawn from local government units including those listed above. Some of such employees drawn from local government units are assigned to work in some of the following offices of JETRO in the United States. Such persons are employees of JETRO and engaged in the same manner as other employees.

Because the various local government in general have an interest in the trade and business informations gathered by JETRO through its branch offices in the United States, they are among the recipients in Japan of such information disseminated by JETRO. Such information is principally used by the local governments for dissemination to companies which qualify as small business in their areas. Such small business generally do not have the means of resources to gather such business information on their own as do larger companies. JETRO employees who have had prior experience with business in the areas of such local governments, because of their familiarity with them, may be called upon in connection with their other duties to gather information for dissemination through JETRO to such government. At all times, however, they act as employee of JETRO and do not represent these government as foreign agents in the United States. The local governments generally make annual contributions to JETRO for the purpose of reimbursing JETRO for expenses incurred in carrying out its functions.

SCHEDULE II
Activities

1) Research Department - Conducted research on foreign trade in the United States.

2) PR Department

- October 10, 1986 - At Merchandise Mart building, Chicago, participated in the Fort Wayne Investment Seminar sponsored by Fort Wayne Chamber of Commerce.
- October 14-15 - In Southbend, Indiana
 Attended the "Hoosier Hospitality" Indiana Investment/Community Convention sponsored by Indiana State Government, Department of Commerce
- October 29 - JETRO organized a "Export to Japan Seminar" on medical equipment and healthcare products at Marriot Hotel, Chicago.
- October 30 - Attended ceremony for the opening of "Midwest Export Investment Center".
- November 7, 1986 - Organized a Orientation Meeting of Made in U.S.A. Fair '87 import fair on medical equipment and healthcare products in cooperation with the State of Minnesota.
- November 8-12 - JETRO sent a purchasing mission to the Houseware Show at the McCormick Place and provided a consultation service to the American exporters and manufacturers.
- November 11 - JETRO organized a "Export to Japan Seminar" on houseware products in cooperation with National Housewares Manufacturers Association and U.S. Department of Commerce, Chicago district office at Mc Cormick Place.
- November 19 - Attended the "Iowa Investment Seminar" and reception in Chicago.
- JETRO participated in the U.S.-Japan Business Seminar as a speaker sponsored by Greater Chicago International Trade Association at Northwestern University, Chicago.
- November 11 - JETRO participated in the U.S.-Japan Business Seminar as a speaker sponsored by Michigan State University in Ann Arbor, Michigan.
- January 29, 1987 - Attended the luncheon seminar sponsored by the Japan America Society of Chicago.
- January 29 - Attended the luncheon meeting of Foreign Trade Consular Group of Chicago.

Schedule II, Activities(continued)
Page - 2

- February 2, 1987 - Participated in the U.S.-Japan Seminar sponsored by Elkhart Chamber of Commerce, Indiana, as a speaker on "how to do business with Japan".
- February 9 - Organized a Orientation Meeting of Made in U.S.A. Fair, import fair on medical equipment and healthcare products in Milwaukee in cooperation with Wisconsin Department of Development.
- February 10 - Organized a Orientation Meeting of Made in U.S.A. Fair, in Indianapolis in cooperation with Indiana Department of Commerce.
- February 11 - Organized a Orientation Meeting of Made in U.S.A. Fair in Minneapolis in support with Minnesota Trade office.
- February 18 - Organized a Orientation Meeting of Made in U.S.A. Fair in Chicago.
- February 19 - Participated in the U.S.-Japan Seminar sponsored by the Japan America Society of Chicago as a speaker on "how to export to Japan".
- February 20 - Attended the Annual Meeting of Chicago Association of Commerce & Industry in Chicago.

*January, 1987 - JETRO assisted Illinois Department of Commerce and Community Affairs to make a appointment for Governor Thompson in Japan.

*March 2-5 - JETRO organized the "Made in U.S.A. Fair '87" in Osaka, Japan in cooperation with U.S. Embassy in Tokyo, American Chamber of Commerce in Japan as well as Japanese government.

A staff of JETRO, Chicago attended this fair and assisted American exhibitors who participated in this fair from the Midwest area.

The results of this fair is explained in the attached document.

- 3) Osaka - As a division in charge of inquiry, gave out information and publicity materials on Japanese merchandise and Japanese companies to those who inquired about this type of informations.

SCHEDULE III

Remittance from Japan External Trade Organization(JETRO), Tokyo, Japan for maintenance of JETRO Chicago office. (latest semiannual fiscal period from October, 1986 through March, 1987)

JETRO

October, 1986	\$114,857.26
November	115,980.25
December	156,643.57
January, 1987	91,921.42
February	92,465.04
<u>March</u>	<u>103,597.98</u>
	\$675,465.52

OSAKA

November, 1986	\$651.28
December	60,190.36
<u>February, 1987</u>	<u>454.85</u>
	\$61,296.49

SCHEDULE IV (A)

Expenditure - October, 1986 through March, 1987

1) General office expenses

\$564,098.01

* Office & parking space rental	Equitable Assurance Society, System Parking, TB & Z Realty & Mgmt. Corp. \$87,975.28	
* Utility	Commonwealth Edison, TB & Z Realty & Mgmt. Corp.	3,452.09
* Salary - staff & local	Staff 270,180.13 Local 114,430.54 <u>384,610.67</u>	384,610.67
* Lawyer's retain fee	Mr. Thomas Hiura	1,068.00
* Insurance	Blue Cross/Blue Shield, Honda & Associates	13,647.39
* Membership	Japanese Chamber of Commerce & Industry of Chicago, Mid America Club, University Club	4,480.77
* Periodicals	Henshaw Newspaper Delivery, OCS America Inc, etc.	4,571.30
* Reference materials	Government Printing Office, OCS America, Inc, etc.	974.62
* Communications	Illinois Bell, AT & T, Pitney Bowes, Western Union, U.S. Post office, OCS America, Inc.	7,836.66
* Meeting/conference, entertainment	Mid-America Club, University Club, Hatsuana, Yanase, etc.	13,301.92
* Travel	Yamada Travel Service, staff	7,123.82
* Office equipment & office furniture	Mid-West Stationers, Colby's	9,758.88
* Research	Washington Nichibei Consultants, Midwest Center for Labor Research	15,475.00
* Miscellaneous	Third Century Leasing Corp., Minolta Business Systems, Inc., Hinckley Schmitt, Amlings, etc.	9,821.61

Schedule IV (A) (continued - page 2)

2) Research Department

\$79,795.93

* Marketing Research

McKeon-Burns International	\$14,700.00
U.S. Marketing	17,050.00
Trade Resources Ltd.	6,100.00
Western Reseve Associates	15,000.00
Dr. Edward Suntrup	8,400.00
	<u>61,250.00</u>

\$61,250.00

* Periodicals

Government Printing Office, OCS America, Inc.,	
Monitor Publishing Co., Manufacturer's News,	
Inc., etc.	

1,097.80

* Reference

Government Printing Office, etc.	
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1,872.63

* Communications

Illinois Bell, U.S. Post office, OCS	
America, Inc., etc.	

3,337.09

* Travel

Yamada Travel Service, staff	
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5,233.71

* Meeting/conference
entertainment

Hatsuhana, Yanase, etc.	
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5,344.68

* Temporary help

182.00

* Miscellaneous

1,478.02

3) PR Department

\$85,336.27

* PR agent retain fee

The International Marketing Center, Ltd.	
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18,000.00

* Periodicals

Henshaw Newspaper Delivery, OCS America, Inc.,	
etc.	

1,611.45

* Reference

956.22

* Communications

Illinois Bell, OCS America, Inc., etc.	
--	--

7,707.78

* Office equipment

Fujitsu America, Mid-West Stationers, Inc.	
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8,435.65

* Meeting/conference
entertainment

Hatsuhana, Yanase, etc.	
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7,864.84

Schedule IV (A) (continued - page 3)

3) PR department

* Luncheon dinner meetings	Chicago Association of Commerce & Industry, Chicago Trade Commissioners Group	439.00
* Travel	Yamada Travel Service, staff	8,855.10
* Temporary help/interpreter	Tsuruki Promotions, Free lance Interpreters of Chicago, etc.	5,714.43
* Special projects seminars	Westin, St. Louis Regional Growth Association, Greater Detroit Chamber of Commerce, etc. The International Marketing Center, Ltd. ARA Leasure Service Inc., Metropolitan Fair & Exposition Authority, Chicago Marriot Hotel, Bismark Hotel, etc.	21,697.35
* Miscellaneous		4,054.45

GRAND TOTAL

\$729,230.21

SCHEDULE IV (B)

Expenditure - October, 1986 through March, 1987

OSAKA

1) Office rental	Equitable Assurance Society	\$6,175.62
2) Salary - staff & local	staff 39,525.02	53,273.02
	local 13,748.00	
	<u>53,273.02</u>	
3) Communication	Illinois Bell, AT & T, Western Union, U.S. Post office	8,145.98
4) Meeting/conference, entertainment	Hatsuhana, Yanase, etc.	1,337.39
5) Office car maintenance	Amoco Oil Co., Honda & Associates	2,199.27
6) Travel	Yamada Travel Service, staff	2,170.43
7) Periodicals	Henshaw Newspaper Delivery, OCS America, Inc., etc.	1,046.70
8) Membership	Japanese Chamber of Commerce & Industry of Chicago	930.00
9) Office supplies	Minolta Business Systems, Order From Horder, etc.	1,138.17
10) Miscellaneous		6,680.17
	<u>TOTAL</u>	<u>\$83,096.75</u>

A Report
on
The Made in U.S.A. Fair '87

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March 1987

Japan External Trade Organization
(JETRO)

The Japan External Trade Organization (JETRO) held the "Made In U.S.A. Fair '87" at Pavilion No.5, INTEX, Osaka from March 2 to 5, 1987, in cooperation with the Made In U.S.A. Fair Committee of Osaka consisting of Osaka Prefecture, Osaka City, the Osaka Chamber of Commerce and Industry and the Kansai Economic Federation, as part of its program for promoting imports from the U.S.

The fair was a specialized trade fair centering on American health care products under the slogan "Good Health to You from America." It was the largest event ever held featuring this group of American products in Japan, and was strongly supported by the U.S. Embassy in Tokyo, American Chamber of Commerce in Japan, Ministry of International Trade and Industry, Ministry of Health and Welfare and Ministry of Foreign Affairs.

The fair is summarized as follows:

1. What was the "Made in U.S.A. Fair"?

More than 250 specialized trade fairs are held in many parts of Japan, especially Tokyo and Osaka, focusing on various product groups.

The made in U.S.A. Fair '87 organized by JETRO was a specialized trade fair focusing exclusively on American products.

The points which particularly distinguished this fair are outlined below:

(1) The Made in U.S.A. Fair was organized by JETRO in an effort to promote imports from the U.S. as a part of its import promotion projects with the financial support from the Japanese Government, local governments and economic circles of the host area. JETRO mobilized its offices and personnel at home and abroad in order to extend its assistance to American companies intending to make an entry into the Japanese market.

(2) In consequence, exhibitors benefited in the following points.

(i) The organizer rented the site and constructed the basic booths at its own expense, so exhibitors were able to save a large sum of money necessary for space and display decoration, which is usually borne by the exhibitors.

(ii) JETRO mobilized its offices and personnel in searching for Japanese importers, and in arranging business talks free of charge on the basis of information supplied in advance by exhibitors. In this regard, Japanese importers associations and other trade associations rendered free cooperation, thus greatly benefiting exhibitors new to Japan with respect to the time and cost involved.

(iii) The organizer designated a cargo transporting company and customs broker to take care of transport from the port of shipment to the fair site and temporary import procedures, thus helping exhibitors save time and labor. In addition, in order to save travel expenses of exhibitors coming to Japan for exhibition and business talks, a designated travel agent offered package tours.

2. What was the reason for taking up health care?

JETRO held the first Made In U.S.A. Fair in Nagoya in March 1985. When planning the second fair, the organizer set its principal purpose in:

- (i). raising the efficiency of business talks by narrowing down the product category as much as possible and concentrating on highly interested buyers however small the potential number of visitors.
- (ii) selecting a field in which the U.S. has advantages over Japan in terms of product development and manufacturing techniques, exports to Japan, and products which have a high ratio of added value.
- (iii) selecting a market that can be expected to continue to grow in the future.

Like the U.S., Japan is turning into an aging community at a rapid pace. Today, it is a great national task to

create a vital long-life community. Reflecting a strong interest of the people in health management and an increase in elderly people, a consumer market of senior citizens called the "silver market" is growing steadily, if not explosively. Expenditures for medical care and welfare are also increasing every year. The issue of the aged is a matter of great concern to the Japanese government and the general public as well. Thus the field of health care including medical care is an important industrial area.

3. What was the outline of the fair?

(Funds)

For holding the fair, JETRO appropriated ¥130 million out of its funds for promoting imports, the Made In U.S.A. Fair Committee of Osaka provided ¥40 million, including funds of ¥13 million each raised by Osaka Prefecture and Osaka City, and ¥14 million of cooperative money collected from 43 member companies by the Osaka Chamber of Commerce and Industry and Kansai Economic Federation, thus forming a fund totaling ¥170 million (about US\$1.1 million) for direct expenses.

As a result of individual telephone contact, it was found that many Japanese companies in receipt of the Product Information Sheet had already made direct contact with American exhibitors well before the fair opened.

5. What were the results of the fair?

The fair was held for four days from March 2 through 5. After the fair closed, exhibitors expressed many thanks to the fair organizers.

The findings from the questionnaire to visitors and exhibitors during the fair are summarized as follows:

(1) Breakdown of the 15,560 visitors:

- * 40% from the Tokyo region; 40% from the Kinki region* and 20% from other areas.
- * Distributors including importers accounted for 34%; manufacturers planning imports, 40%; end users, 13%; and others, 13%.

(*) Kinki region covers Osaka, Kobe, Kyoto and other cities and prefectures within a 100km radius of Osaka

(2) There were 12,000 inquiries and business talks.

The results of talks in leading toward the signing of contracts will depend on individual negotiations in the future. Some exhibitors received 20 to 60 applications for

(3) In the questionnaire to exhibitors, 65% answered "happy to have participated," 61% answered "would like to participate again if there is a chance" and 71% answered "satisfied with JETRO's services."

(4) The questionnaire to visitors revealed that 56% replied "there were promising products" and 47% replied the products were "superior in technology and quality." Visitors' interest was concentrated on medical equipment new to the Japanese market and homecare equipment for the elderly and physically-handicapped. Demonstrations and individual presentations also attracted attention, inviting such favorable comments as "explanations were very convincing." However, also made were comments that explanatory materials were not informative enough and that exhibitors should know more about Japanese business practices.

(5) The seminar held by the State of Minnesota as a special program of the fair and the U.S.-Japan symposium sponsored by the fair organizer attracted good crowds, fully filling the 270 seats. Visitors much appreciated the opportunity to listen to lectures by authoritative, internationally recognized world speakers from Japan and the U.S.

(6) The seminars on "Doing Business in Japan" provided excellent information to the exhibitors for strategies such as selecting business partners. Also covered were legal procedures of selling medical products in Japan.

6. Conclusions

(The marketplace)

The medical and healthcare market in Japan will attract increasingly more attention from now and into the 21st century. More efficient products and services will be sought to meet rising yearly medical expenditures and diversifying demands. Providers will need to make changes in services in accordance with the social changes due to the "longevity revolution."

The Japanese market is reportedly very changeable and competitive; however, there is a good opportunity for American medical and healthcare industries to enter the Japanese market. It is our hope that American companies which participated in this fair will concentrate their efforts on the study of the Japanese market.

(JETRO's import promotion activities)

JETRO initiated the provision of information on Japan to companies in other countries from the early 1970's in anticipation of a change in Japan's trade environment. JETRO has concentrated efforts on import promotion activities such as conducting numerous business seminars in many parts of the world, sending trade missions abroad and receiving overseas missions, and, in the

1980s, organizing trade fairs to encourage imports of consumer and capital goods.

Large trade shows for American products include the "Boatic America" in 1979 and the "Made in U.S.A. Fair" in 1985 (Nagoya). The purpose of programs such as these is to provide American companies contemplating entry into Japan with an opportunity to experience the Japanese market.

This year's fair was focused on a specific industrial area. JETRO committed a total of some 60 domestic officers or 10 per cent of its total personnel to the fair.

With the aim of further meeting diversifying needs, JETRO will continue to launch services to promote participation in some of the many specialized trade fairs held in Japan. JETRO also will unceasingly provide information to companies, especially newcomers to Japan who are interested in marketing products other than those covered by import promotion trade fairs planned by JETRO. It is our earnest hope that American companies will fully utilize the various services provided by JETRO and other Japanese organizations, make a thorough study of the Japanese market and try to develop specific markets for their products or services.

Appendix

1. Made in U.S.A. Fair '87

Date & Show Hours: Monday, March 2 - Thursday, March 5, 1987
10:00 a.m. - 5:00 p.m. (March 2 - 4)
10:00 a.m. - 3:00 p.m. (March 5)

Fair Site: International Exhibition Center (INTEX), Osaka

Sponsors/Organizers:

Japan External Trade Organization (JETRO)
Made in U.S.A. Fair Committee of Osaka,
Consisting of:
Osaka Prefectural Government
Osaka City Government
Osaka Chamber of Commerce and Industry
Kansai Economic Federation

Supporting Organizations*:

Ministry of International Trade and Industry
Ministry of Health and Welfare
Ministry of Foreign Affairs
U.S. Embassy in Japan
American Chamber of Commerce in Japan

- (*) Supporting organizations with on-site information service booths: U.S. Embassy; Office of Trade & Investment Ombudsman; Export-Import Bank of Japan; Japan Machinery Importers' Assn.; Japan Electronics Products Importers' Assn., and Federation of Japan Medical Engineering Industries Assn.

Exhibition Space: 270 booths; each 3m (10ft.) x 2.7m (9ft.)

Categories of Exhibits:

- A. Medical/Dental Equipment and Medical Care Products
Hospital Equipment & Service Systems.
- B. Home Care Products & Service Systems and Health Care
Equipment for Senior Citizens & the Handicapped.
- C. Physical Therapy and Physical Fitness Equipment for
Health Rehabilitation.
- D. Health Care Products and Health Food.

Exhibitors:

American manufacturers and/or exporters as well as agents or associations promoting their products in Japan. Products made in U.S.A., with priority given to newcomers to the Japanese market.

Fair Programs:

Opening Ceremony: 9:30 a.m. - 10:00 a.m., March 2.
Cocktail Reception: 7:00 p.m. - 8:30 p.m., March 2.

< Special Programs for Exhibitors >

"Doing Business in Japan" seminars: (March 3 - 4.)

- (1) 5:30 p.m. - 7:30 p.m., March 3:
"Medical and Welfare Policies and Systems in Japan"
- Tetsuo Tsuji, Director, Office for Service Development for the Aged, Ministry of Health and Welfare
"Pharmaceutical Affairs Law and Procedures for Obtaining Approvals and Licenses from the Ministry of Health and Welfare"
- Hiroyuki Yanai, M.D., Director, Device Evaluation and Registration Dept., Ministry of Health and Welfare
- (2) 5:30 p.m. - 7:30 p.m., March 4:
(Panel discussion); "How to Do Business in the Japanese Medical Field"
- Kyle E. Murphy, First Secretary, FCS, U.S. Embassy in Japan
- Timothy E. Pierce, Vice President/General Manager, Asia Pacific, Technicon
- Yoshiaki Mizutani, Deputy General Manager, Electronics Dept., Nissho-Iwai Corp.
- Yasuhiko Futami, Manager, Business Development, Health Care Dept., Toray Industries, Inc.

Free Field Trips: (March 6.)

- (1) Tour of Osaka Municipal Rehabilitation Center for the Disabled
- (2) Tour of Osaka Medical Center and Research Institution for Maternal and Child Health

< Special Programs for Visitors >

"The U.S. Health Care Industries - A Commitment to Progress" Seminar, sponsored by the State of Minnesota, the Minnesota University Hospital and the International Diabetes Center (IDC):

- 1:00 p.m. - 4:30 p.m., March 3.
- David J. Speer, Commissioner, State of Minnesota
 - C. Walton Lillehei, M.D., Ph.D.
 - Paul M. Ellwood, M.D.
 - John W. LaBree, M.D.
 - William F. Henry, Ph.D.

Symposium on "Issue of the Elderly People in Japan and the United States - Present and Future," sponsored by JETRO, Made in U.S.A. Fair Committee of Osaka and the Osaka Center International Economic Promotion:

- 1:30 p.m. - 4:30 p.m., March 4.
- Masamitsu Oshima, M.D.
 - Robert N. Butler, M.D.
 - Hiroshi Abe, M.D.

Exhibitors' Presentations: (March 2 - 4.)

Presentations were given by eight American exhibitors.

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